BASIC Share Performance

Data Overview

Data Source: IRI Store Level (Supermarket)

Data Development steps	No. of Stores	Pack Weeks reporting per store	No. of Stores	Carton Weeks reporting per store
IRI store data	1122	104	1122	104
IRI stores with county types	586	104	586	104
Stores reporting Basic movement	213	16.2	174	11.1
Stores with adequate history (at least 30% of week after introduction)	55	--	22	-
Eliminating weeks where Basic Price = minimum discount ?	55	1069*	22	778*

*= Total no. of Storeweeks